

What to Post to

# GROW

YOUR CHURCH

On Social Media



*A simple guide to  
consistent and  
engaging content*

*at* ANDREALESHEA.COM

# A lot of churches struggle with what to post on social media.

It becomes a digital bulletin board of never-ending announcements, events, and service reminders.

But that kind of content doesn't get results because social media today is built on connection, not promotion.

## So, what should you be posting instead?



*I'm glad you asked :-)*

**The 60/30/10 Rule** is a simple way to structure your content so each post serves a specific purpose.

**60%**  
Teach +  
Encourage

**30%**  
Show Your  
Church

**10%**  
Invite +  
Promote

# TEACH + ENCOURAGE

60% of your content should pour into people.


- *Sermon clips that highlight one clear takeaway*
- *Scripture with a short, real-life application*
- *Encouragement people can carry into their week*
- *Simple reminders of truth people need to hear*

*This turns your content into real ministry. It extends your impact beyond Sunday and into people's everyday lives.*



# SHOW YOUR CHURCH

**30% of your content should show the life of your church.**

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- *Moments from service people may have missed*
  - *Volunteers, teams, and people behind the scenes*
  - *Real interactions, not just staged photos*
  - *Everyday moments that reflect your culture*

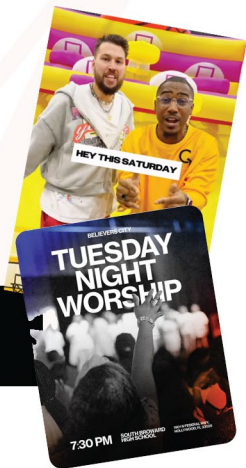
***People connect with people before they connect with a place. This builds familiarity and trust.***

# INVITE + PROMOTE

**10% of your content should point people to something specific.**

- *Upcoming services and events*
- *Sign-ups or registrations*
- *Special announcements or initiatives*

***Limiting promotion helps it stand out more and feel less like constant advertising.***



# SAMPLE CONTENT CALENDAR

*This works no matter how often you post.*

## **7 Posts Per Week**

- (4) Teach + Encourage
- (2) Show Your Church
- (1) Invite + Promote

## **5 Posts Per Week**

- (3) Teach + Encourage
- (1) Show Your Church
- (1) Invite + Promote

## **3 Posts Per Week**

- (2) Teach + Encourage
- (1) Show Your Church
- Promote as needed

**Growth on social media doesn't come from just posting more. It comes from consistently posting the right kind of content.**

**Start treating social media as a place to serve people, not just inform them, and the results will follow.**

# Hi there! I'm Andrea.

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